

**PX 101**  
**(Google's Proposed Redactions)**

# USPS + Google

2022 Display + Video Incentive Program

Confidential + Proprietary

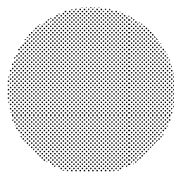
Google

CONFIDENTIAL

GOOG-AT-MDL-008622830

# DVIP PARTNERSHIP

12 month commitment from clients on Google qualifying spend  
in exchange for commercial and strategic support.



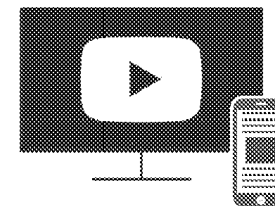
## **outcome focused**

business + marketing objectives  
aligned with scarce, gated,  
resources for top accounts



## **financial + media incentives**

added value funds & discount to  
support strategic investments



## **display + video investment**

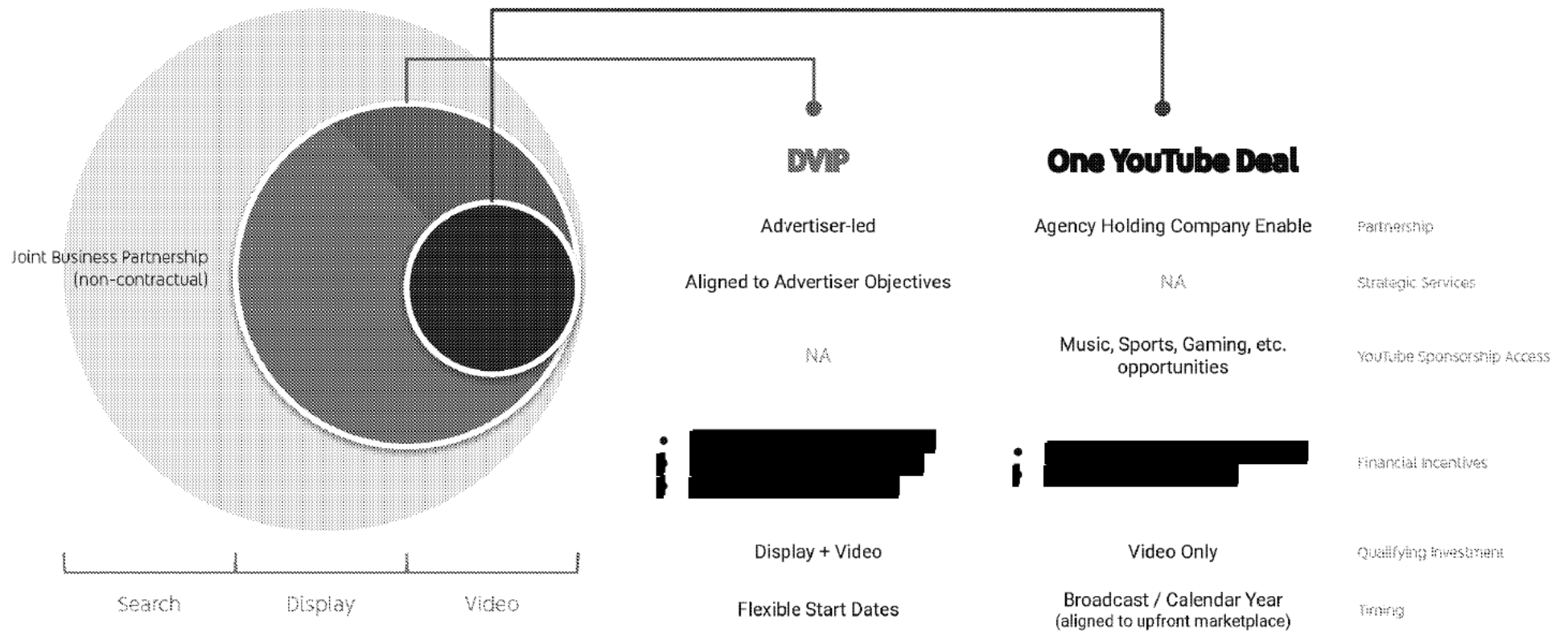
qualifying Investment on  
YouTube, DV360 & Google Ads

Confidential + Proprietary

CONFIDENTIAL

GOOG-AT-MDL-008622831

# COMPLEMENTARY DEAL FRAMEWORKS



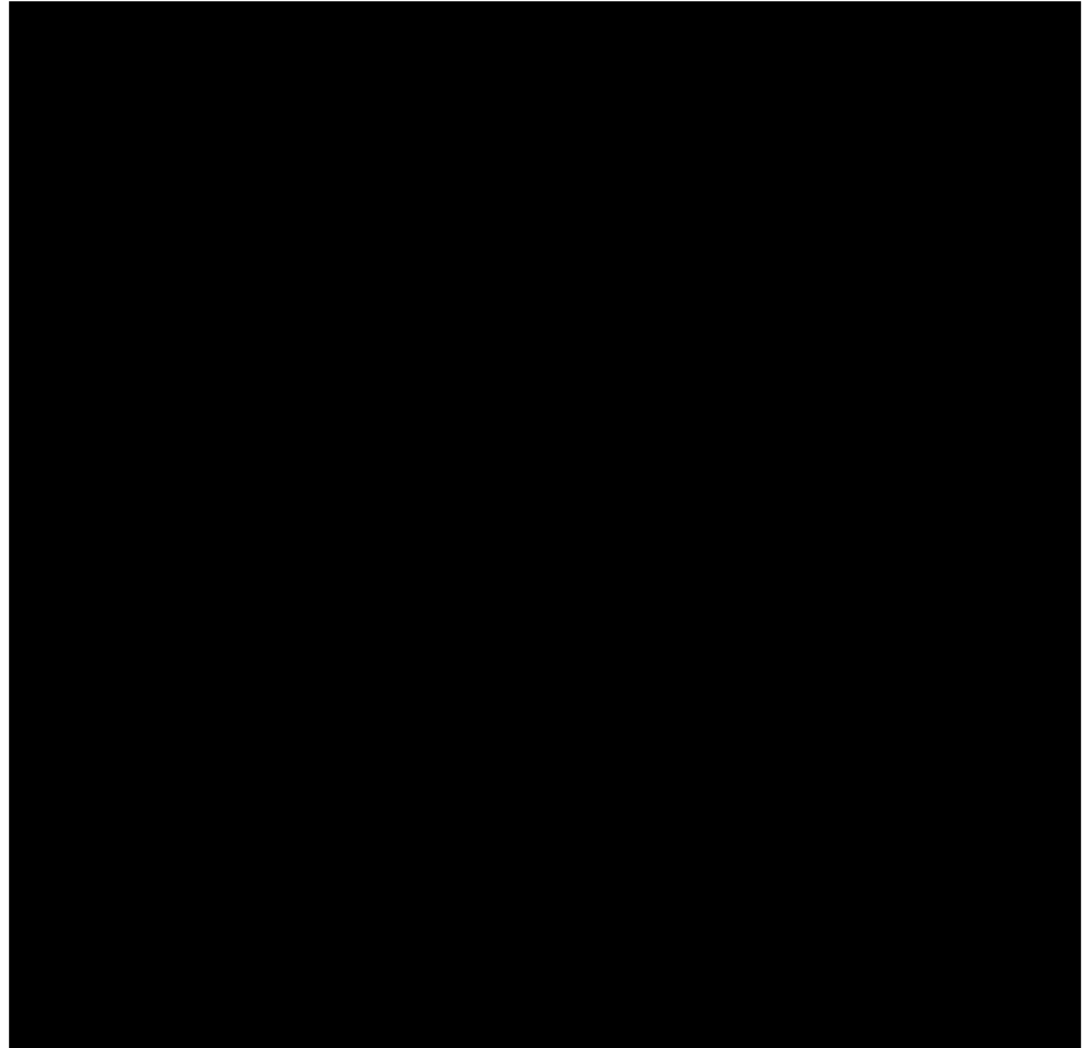
Confidential + Proprietary

CONFIDENTIAL

GOOG-AT-MDL-008622832

# QUALIFYING DISPLAY & VIDEO INVESTMENT

ACROSS GOOGLE ADS ECOSYSTEM



GOOGLE EXPERTISE & INCENTIVES  
TO HELP YOU  
**ACHIEVE**  
LONG-TERM &  
SHORT-TERM  
**GOALS** 

Google

CONFIDENTIAL

## Sample solutions include...

Moving Consumers through  
the Marketing Funnel

Awareness/  
consideration of my  
brand or products

Consumer leads, online  
sales or online  
conversions

App installs, actions  
and/or mobile expertise

Reaching New Markets  
+ Consumers

Brand + Business  
Presence in International  
Markets

Reach + Relevance to  
Multicultural Audiences

Subject Matter  
Transformation

Programmatic Expertise

Tech + Data Maturity

Creative Excellence

Measurement Maturity

GOOG-AT-MDL-008622834

## CONSUMER LEADS, ONLINE CONVERSIONS OR ONLINE SALES

example services:

### Creative Works.

Helps brands achieve lower-funnel objectives through more effective ads on YouTube

### Commerce Fundamentals


Helps advertisers benchmark a brand's visibility on YouTube across vertical categories as a planning input into your video campaigns

### Advanced Attribution on GMP

By working with a GMP service partner, advertisers have the opportunity to advance platform measurement solutions, including Data Driven Attribution, custom DDA, and/or statistical / Machine Learning based digital attribution (requires DIF)

### Unification Labs

Create a clear roadmap with a marketer on how to best unify media into a single platform to improve reach and performance and identify the best use of automated media solutions

 \*Requires Discretionary Incentive Fund Pairings\*

#### Optimize Creative w/ Digital Production Funds

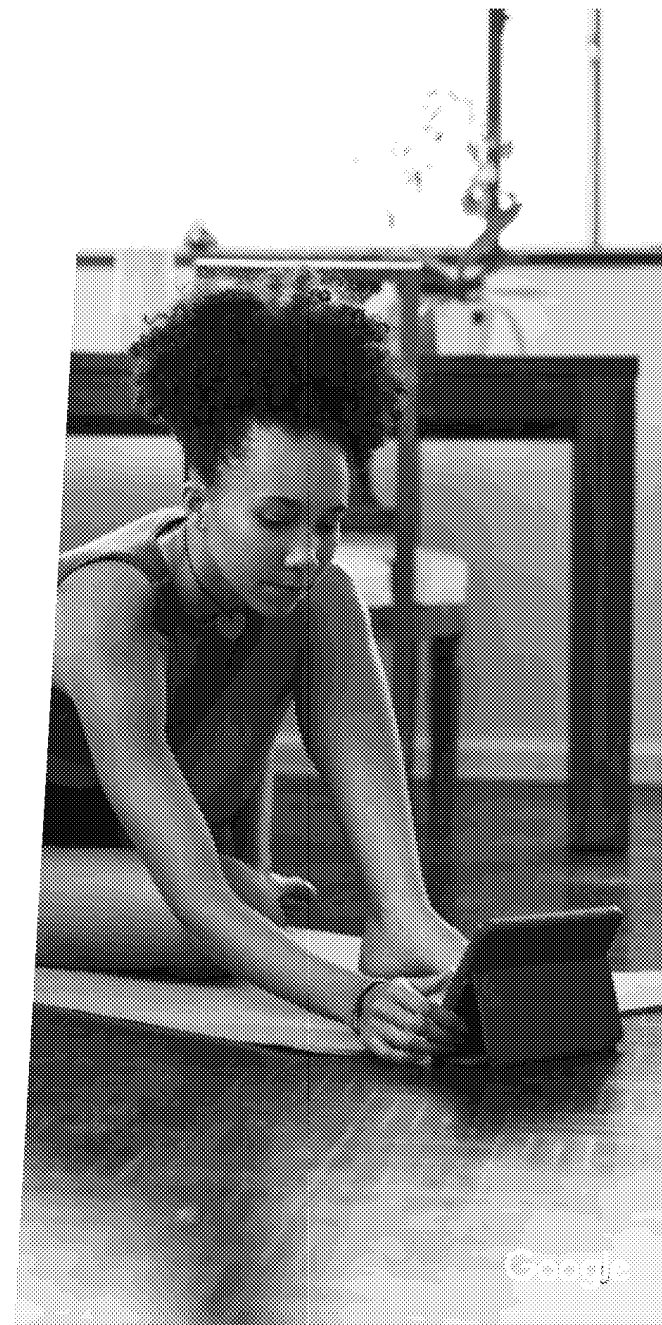
Invest in a creative idea with Creative Works by funding production edits to optimize existing creative to maximize online conversions via video

#### Investigate Lower-Funnel Metrics w/ 3P Research

Utilize a 3P measurement partner (Dynata, ipsos, etc.) to know your reach or understand your brand impact across screens

#### GMP Service Partner Fee Relief

Funds to partner with a platform specialist agency to facilitate managed services.

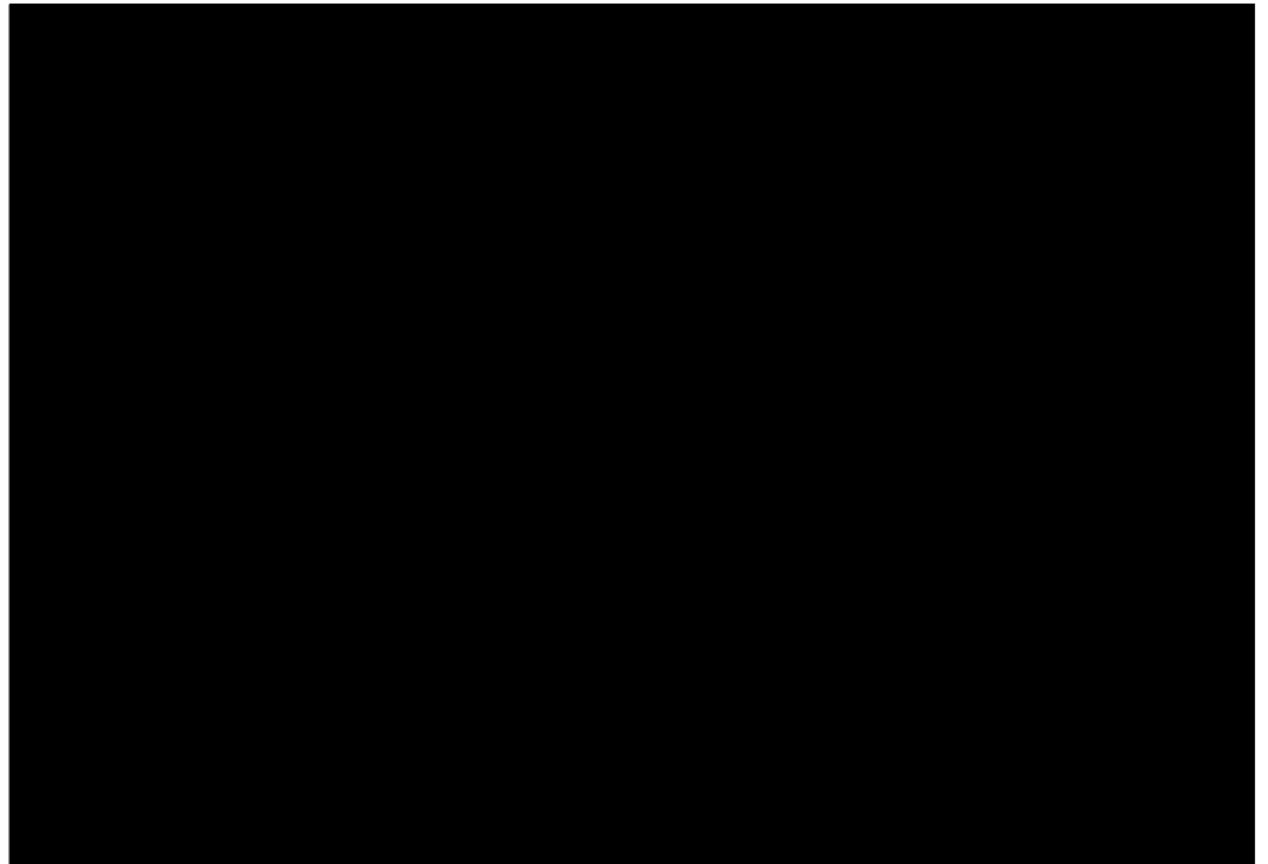


Google

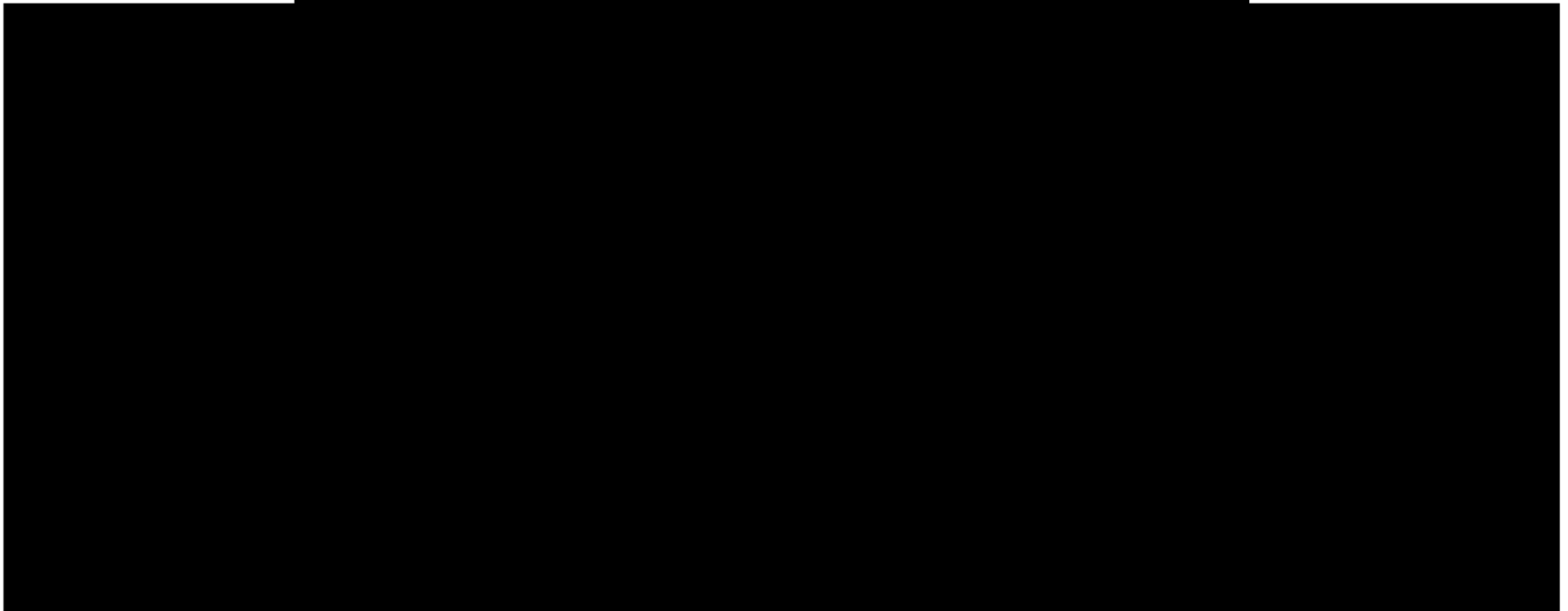
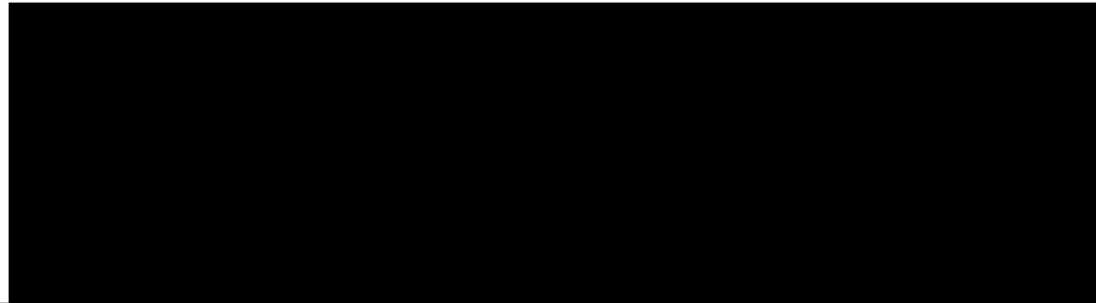
FY22 Investment



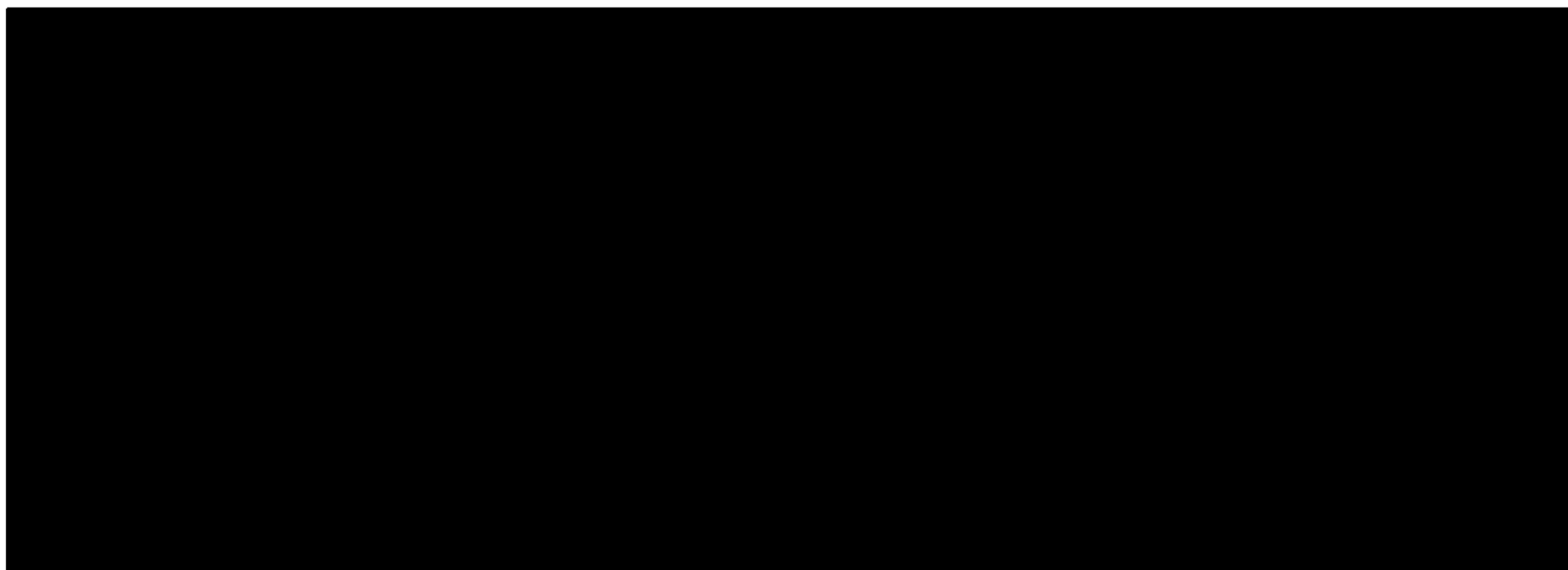
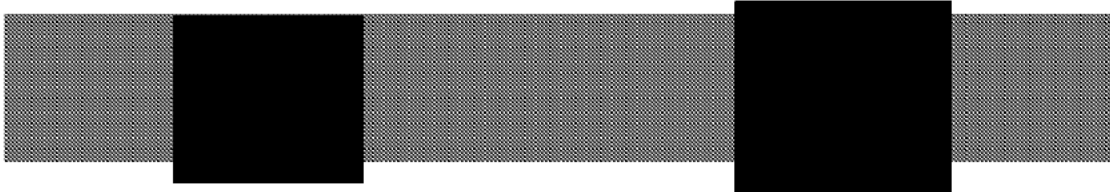
YoY Growth



## Recommended Deal Commitment



2022 Investment Commitment to  
Unlock



# LET'S KEEP THIS MOVING

**Today** Confirm USPS 2023 business objectives and goals of partnership

**12/2/22** Finalize DVIP proposal with aligned strategic services

**12/23/22** Contract signature and partnership kick-off

**Ongoing** Quarterly Partnership Reviews: Value + Investment

**6-month milestone** Deal check-in to re-evaluate services and incentives to latest USPS priorities

# USPS + Google

THANK YOU.

Confidential + Proprietary

CONFIDENTIAL

GOOG-AT-MDL-008622840